

Our very best NERDY Lifestyle photography pointers!

We have created this extra in-depth document for the parents, with some experience in photographing, who would like to really “nerd it out” and get our best pointers.

If you are just starting out, you do not need to follow these tips, as it may just overwhelm you. We want to make sure this tutorial is useful and fun for everyone – regardless of your experience level.



THE BASICS Lifestyle Photography Pointers

1. LIGHTING IS KEY

We recommend shooting in natural light - preferably on a cloudy day or simply avoid direct sunlight.

2. THINK DETAILS

With lifestyle photography, don't just take the safe shot.

Take the safe shot- then take several more variations of the same shot. Focus on details, use creative compositions, get close-up, get the big picture, shoot from the side, stand overhead...be creative! It is often in the unplanned angles; you find the absolute magical shot.

3. EQUIPMENT

If you have a new phone, you could shoot with this but for extra strong images with a more professional look we recommend getting a camera + lens that fits your specific needs.

Lenses

For example, the most common used camera for lifestyle photography, is a mirrorless camera. Aiming to get the sharpest images, you need a lens with a focal length between 50mm and 135mm for photographing people.

Whereas a wide-angle lens, like 28mm or 35mm will help you capture the entire scene and what's going on around. This is the key to telling better stories with your photos and adding in diversity to your images.

Tripod

You could also acquire a tripod, if you wish to shoot images including yourself or just making sure you are able to keep your camera completely still. Could for example be used when you are doing stop motion and need the content to change but frame to stay the same.

Diffuser

Use a diffuser to minimize reflections as well as a softer expression. You might need an extra set of hands to hold this while you are shooting.

GOING PRO

The 4 basic elements of Photography

There's more to it than just pointing and clicking when you're taking a picture. To take a great photo, you need to understand the 4 elements of photography: composition, aperture, shutter speed, and ISO. Each of these elements affects your photo differently, and understanding how they work together, is key to taking great pictures.

1. COMPOSITION

The rule of thirds is a composition guideline that places your subject in the left or right third of an image, leaving the other two thirds more open. While there are other forms of composition, the rule of thirds generally leads to compelling and well-composed shots.

2. APERTURE

The best aperture in portrait photography to emphasize the subject is any wide aperture, usually between the max. allowed by your lens like f/2.8 and f/5.6. The goal, more than capturing light, is to use the shallow depth of field to focus just on the subject, leaving the other elements of the image blurred.

3. SHUTTER SPEED

We recommend a fast shutter speed, especially if you're snapping pictures handheld. Start with a shutter speed between 1/125 to 1/200 of a second.

4. ISO

Adjusting ISO will determine how much light you get in your image.

Shooting outdoors we would recommend 400-800 on a cloudy day. 100 or less on a sunny day. On the other hand, you need more light indoors - up to 1600 in low light. But be aware that the higher the ISO is, the more grain you also have in image.

EDITING

Use light / Natural edits

Photo app's:

VSCO is a free and easy app to use, offering many filters – including natural ones. You are also able to save your edits and therefore be able to apply them to the next image you edit, for a coherent look.

Other easy and useful app's are Snapseed, Afterlight, Lightroom, Facetune.

For professional photo editing: Photoshop, Lightroom.

Video app's:

Capcut and InShot are two great app's that are easy to use, in case you want to create matching reels, stories etc.

For professional video editing: Adobe Premiere Pro.

How to edit pictures for Instagram:

- Start with a great shot
- Use crop & straighten to enhance your composition
- Spot-clean your images
- Adjust the white balance
- Adjust exposure and contrast
- Adjust color vibrancy and saturation
- Color-correct your images
- Adjust sharpness

We hope you found our guide helpful.

We wish you the best of luck!

With love from the Petit Nord Mamas